



A Study On Exploring The Impact Of Logistics And Supply Chain Management On Small And Medium Enterprises (Smes)

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Abstract:

In today's globalized commerce environment, Small and medium-sized ventures (SMEs) confront numerous challenges. In arrange of their survival SMEs got to deliver more, at a lower fetched, in less time, and with some abandons. They frame the foremost noteworthy gather of fabricating firms and provide underpins to expansive companies in numerous supply chains. In expansion, SMEs contribute enormously to business, net residential item (GDP) and work. In spite of the truth that small scale, Small and medium measured endeavors have exceptionally vital part in trade systems, they still have numerous issues with utilizing supply chain administration (SCM) hones. In

this inquire about my reason was to discover the most excellent SCM hones as a key strategy to move forward SMEs' execution. To begin with, I allow data in common approximately SCM and the SMEs, at that point highlight primary characteristics of Small firms compared to expansive ones and the reasons why it is fundamental and effective to utilize SCM hones. The article is based on auxiliary information, utilizing a few investigation, overviews, books, diaries and my individual encounters collected in this segment. I conclude the investigate by summarizing my suggestions in association with SCM hones, the openings and boundaries.

Keywords: globalized commerce, SMEs, supply chain management (SCM), challenges, survival, performance, competitiveness, secondary data analysis.

Introduction:



Small and medium enterprises (SMEs) are the backbone of economies worldwide, contributing significantly to job creation, innovation, and economic growth (Ayyagari et al., 2007). However, these businesses often face unique challenges, such as limited resources, intense competition, and difficulty in adapting to rapidly evolving markets. In this context, effective logistics and supply chain management (SCM) strategies have emerged as critical components for SMEs to enhance their competitiveness and long-term sustainability (Christopher, 2016; Mentzer et al., 2001).

Logistics and SCM encompass a broad range of activities, including procurement, inventory management, transportation, and distribution, all aimed at ensuring the efficient flow of goods and services from suppliers to customers (Gunasekaran et al., 2004). For SMEs, implementing these practices can be particularly challenging due to resource constraints, lack of economies of scale, and limited access to advanced technologies (Thakkar et al., 2009; Quayle, 2003).

Despite these challenges, the potential benefits of adopting effective logistics and SCM practices for SMEs are substantial. Improved operational efficiency, reduced costs, enhanced customer service, and increased competitiveness are among the key advantages that SMEs can realize by streamlining their supply chain processes (Arend& Wisner, 2005; Vaaland& Heide, 2007).

One of the primary impacts of effective logistics and SCM practices is the optimization of operational efficiency. This includes better inventory management, reducing overstocking or stock-outs, and minimizing waste and inefficiencies throughout the supply chain (Gunasekaran et al., 2004). Additionally, lean manufacturing principles and just-in-time delivery systems can further enhance productivity and reduce lead times (Pearce & Robbins, 1993).



Cost optimization is another critical area where SMEs can benefit from logistics and SCM strategies. By leveraging purchasing partnerships and strategic sourcing initiatives, SMEs can reduce procurement costs and improve resource utilization (Ellram, 1995; Aziz et al., 2021). Furthermore, streamlining processes and minimizing unnecessary activities can lead to significant cost savings and improved profitability.

Effective logistics and SCM practices also play a crucial role in enhancing customer service and satisfaction. Faster delivery times, improved product availability, and better responsiveness to customer needs can differentiate SMEs from their competitors and build loyal customer bases (Mentzer et al., 2001; Guan & Rehme, 2012). Customer-centric strategies and a deep understanding of customer requirements are essential for achieving these goals.

Innovation and product development are also impacted by logistics and SCM practices. Collaborative partnerships with suppliers and customers can facilitate the exchange of ideas, knowledge sharing, and the ability to respond quickly to

market demands (Alegre et al., 2006). Agility and flexibility in the supply chain are key to staying ahead of the competition and capitalizing on new opportunities (Paulraj & Chen, 2007).

To effectively implement logistics and SCM strategies, SMEs must align these practices with their overall business strategy and objectives. Top management commitment, resource allocation, and employee training are critical success factors (Fawcett et al., 2008; Mehralian et al., 2017). Additionally, developing collaborative relationships with suppliers, customers, and other supply chain partners through trust, communication, and information sharing can yield significant benefits (Cao & Zhang, 2011; Tohidi & Jabbari, 2012).

Leveraging technology and digitalization can further enhance the impact of logistics and SCM practices for SMEs. Cloud computing, Internet of Things (IoT), and data analytics can



provide valuable insights, improve supply chain visibility, and enable more informed decision-making (Ngai et al., 2011). While adopting these technologies may be challenging for SMEs due to resource constraints, incremental implementation or collaboration with technology providers can offer viable solutions.

In conclusion, effective logistics and SCM practices have the potential to significantly impact the performance and competitiveness of SMEs. By optimizing operational efficiency, reducing costs, enhancing customer service, and fostering innovation, SMEs can gain a sustainable competitive advantage in their respective markets. However, successful implementation requires a strategic approach, top management support, collaboration with supply chain partners, and a willingness to embrace technological advancements. As the business landscape continues to evolve, SMEs that prioritize logistics and SCM strategies will be better positioned to navigate challenges and seize opportunities for growth and long-term success.

Review Of Literature:

In their research, Medrado and Curado (2020) found that effective logistics management practices can greatly benefit SMEs by improving productivity, cost-efficiency, and customer satisfaction. Their study showed that SMEs that implemented streamlined logistics processes, optimized inventory management, and utilized advanced technology saw significant enhancements in productivity. By optimizing transportation routes, consolidating shipments, and negotiating with logistics service providers, SMEs were able to reduce costs and improve profitability. Customer-centric logistics strategies, such as real-time tracking and efficient order fulfillment, also played a key role in boosting customer satisfaction for SMEs.

In their study, **Bouazza et al. (2015)** conducted a study that underscored the crucial role of government initiatives in enhancing the logistics capabilities



of small and medium enterprises (SMEs). The researchers acknowledged the significant challenges faced by SMEs in developing and implementing efficient logistics practices, such as resource constraints, limited expertise, and lack of access to advanced technologies. The study emphasized the importance of government-led training programs that are specifically designed to address the unique needs of SMEs. These programs can provide SMEs with the knowledge and skills required to optimize their logistics operations, covering areas such as supply chain management, inventory control, transportation planning, and the adoption of logistics technologies. By participating in such programs, SMEs can streamline their processes and enhance overall efficiency.

collaboration initiatives.

In their study, **Ying and Shen (2014)** emphasized the substantial impact that the adoption of supply chain management practices can have on the operational performance of small and medium enterprises (SMEs). Their research indicated that strategic decisions concerning supply chain management

can significantly influence key performance metrics, such as delivery reliability, inventory management efficiency, and production cycle time. Their study specifically illustrated that SMEs that integrated supply chain practices in line with their business objectives and operational needs observed significant enhancements in delivery reliability towards customers. Additionally, through the implementation of effective inventory management techniques like demand forecasting, vendor-managed inventory systems, and just-in-time strategies, SMEs were able to optimize stock levels, reduce excess inventory, lower costs, and improve operational efficiency.

In their research **Qrunfleh and Tarafdar (2014)** highlighted the importance of government interventions in fostering collaboration within supply chains among small and medium enterprises (SMEs). Although SMEs play a crucial role in economic growth, their ability to



capitalize on the advantages of supply chain collaboration can be impeded by various obstacles, such as limited resources, lack of expertise, and inadequate infrastructure. Government initiatives encompass a range of measures, including the establishment of industry clusters, facilitation of public-private partnerships, provision of financial incentives, and investment in digital infrastructure and logistics networks. Moreover, government interventions can facilitate capacity building and skill development within the SME sector, equipping these enterprises with the necessary knowledge and expertise to effectively implement and manage supply chain.

In the dynamic business environment, Evangelista et al. (2013) emphasized the importance of information and communication technologies (ICT) in promoting supply chain integration and collaboration among small and medium enterprises (SMEs). The adoption of ICT solutions, such as enterprise resource planning (ERP) systems, cloud-based platforms, and advanced communication tools, enables SMEs to efficiently exchange real-time data, synchronize

processes, and enhance information sharing with their suppliers, distributors, and customers. Additionally, ICT plays a crucial role in fostering collaboration by eliminating geographical constraints and allowing SMEs to establish virtual networks and partnerships with supply chain stakeholders, regardless of their physical location.

The study conducted by Thakkar et al. (2008) and Quayle (2003) highlights the vital role of Small and Medium Enterprises (SMEs) as key drivers of economic growth, particularly in terms of job creation and overall economic progress. Despite their importance, SMEs often struggle with managing their logistics and supply chain operations efficiently due to resource constraints and limited capabilities. Common challenges include financial limitations, a lack of expertise in supply chain management, and the complexities of coordinating with various suppliers and customers



In this article study by Arend& Wisner (2005) and Thakkar et al. (2009), it is highlighted that small and medium enterprises (SMEs) often face resource constraints. However, the implementation of efficient logistics and supply chain management practices can bring about significant benefits that enhance their overall performance and competitiveness. By streamlining processes, optimizing inventory levels, and establishing seamless coordination with suppliers and customers, SMEs can effectively reduce operational costs and eliminate unnecessary expenditures. Moreover, the adoption of efficient logistics and supply chain practices enables SMEs to provide better customer service by ensuring timely product delivery, minimizing stock-outs, and offering real-time tracking and visibility. As a result, these enterprises can gain a competitive edge by meeting or even surpassing customer expectations, leading to increased customer satisfaction and loyalty.

In this article study by (**Gunasekaran et al. (2001) and Quayle (2003)**)highlighted the importance of efficient logistics and supply chain

management practices for small and medium enterprises (SMEs). Despite, te the potential benefits, SMEs encounter various obstacles when trying to implement these practices successfully. The integration and alignment of different supply chain processes, including procurement, production, distribution, and customer service, can be particularly challenging for SMEs, resulting in inefficiencies and subpar performance. To address these challenges, SMEs need to adopt a strategic approach that maximizes available resources and promotes a culture of continuous improvement within the organization.

Research Objectives

To assess the role of logistics and SCM practices in enhancing operational efficiency for SME

To analyze the impact of logistics and SCM on SME competitiveness and market positioning

To explore the challenges and barriers faced by SME in



implementing effective logistics and SCM practices

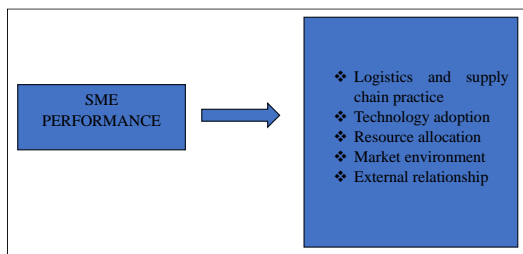
To identify best practices and strategies for improving for improving logistics and SCM performance in SME

Hypothesis:

Null Hypothesis H0: There is no significant difference between Gender groups with respect to factors of SME Performance.

Alternative Hypothesis H1: There is significant difference between Gender groups with respect to factors of SME Performance.

Research Model And Hypothesis



Research Methodology:

This study's major research approach was descriptive surveying. Researchers employed questionnaires to obtain data from the research population. A Google

Docs questionnaire was produced, and the link was distributed to the SME enterprises sectors. The first portion of the survey requests basic information about responders. The second section addresses questions about the study's dependent and independent variables. Respondents rated their opinions on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Respondents were picked from diverse small and medium enterprises (SMEs) in Chennai based on expert judgment and practical concerns. Following data screening, 116 respondents were selected, and questionnaires were chosen for future investigation since they contained all of the important information. The survey data collected from participants was analysed using SPSS. Descriptive statistics involve summarizing the study's variables by determining their means and standard deviations. We opted for the non-probability sampling method because of its suitability for quantitative research,



especially when dealing with populations of infinite responses. Additionally, we employed snowball sampling, chosen for its compatibility with quantitative research and its respondent-driven nature. Moreover, our study is built on the involvement of both sample participants and other individuals who have the potential to contribute to the research. This inclusive approach not only broadens the scope of our investigation but also acknowledges the interconnectedness of individuals within the population.

DEMOGRAPHIC PROFILE	FREQUENCY	PERCENTAGE
AGE		
20-25	99	85.3
25-30	17	14.7
TOTAL	116	100
GENDER		
MALE	63	54.3
FEMALE	82	44.8
TOTAL	116	100
EDUCATIONAL QUALIFICATION		
HIGH SCHOOL	4	3.4
BACHELOR'S DEGREE	29	25.0
MASTER	73	62.9
DIPLOMA	10	8.6
TOTAL	116	100
DESIGNATION		
SUPPLY CHAIN ANALYST	29	25.0
LOGISTICS COORDINATOR	28	24.1
PROCUREMENT SPECIALIST	15	12.9
ECONOMIC ANALYST	11	9.5
PURCHASE ANALYST	15	12.9
SENIOR EXECUTIVE	18	15.6
TOTAL	116	100

Data Analysis And Interpretation

Percentage Consolidation

CHI-SQUARE TEST

GENDER			
	Observed N	Expected N	Residual
MALE	68	55.5	12.5
FEMALE	43	55.5	-12.5
TOTAL	111		

Test Statistics	
	GENDER
Chi-Square	5.631 ^a
Df	1
Asymp. Sig.	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.5.	

Gender and the observed frequencies have a highly significant correlation, according to the gender distribution chi-square test results. There is substantial evidence against the null hypothesis of independence, indicating that gender and the



observed frequencies are not independent, with a chisquare value of 5.631 and a p-value of.000. The difference between observed and expected frequencies is further highlighted by the residual values, which specifically point to an overrepresentation of males and an underrepresentation of females. This result emphasizes that there is a gender gap in the sample group, which calls for more research and possible corrective action to rectify representational injustices

Correlations

		Logistic and supply chain practice	Technology adoption	Resource allocation	Market environment	External relationship
Logistic and supply chain practice	Pearson Correlation	1	0.604	0.634	0.553	0.584
	Sig. (2-tailed)		0	0	0	0
	N	111	111	111	111	111
Technology adoption	Pearson Correlation	0.604	1	0.619	0.594	0.471
	Sig. (2-tailed)	0		0	0	0
	N	111	111	111	111	111
Resource allocation	Pearson Correlation	0.634	0.619	1	0.67	0.529
	Sig. (2-tailed)	0	0		0	0
	N	111	111	111	111	111
Market environment	Pearson Correlation	0.553	0.594	0.67	1	0.526
	Sig. (2-tailed)	0	0	0		0
	N	111	111	111	111	111
External relationship	Pearson Correlation	0.584	0.471	0.529	0.526	1
	Sig. (2-tailed)	0	0	0	0	
	N	111	111	111	111	111

The correlation analysis shows a significant positive relationship between logistic and supply chain practice and technology adoption ($r = 0.474$, $p < 0.01$), logistic and supply chain practice and resource allocation ($r = 0.428$, $p <$

0.01), and logistic and supply chain practice and the market environment ($r = 0.492$, $p < 0.01$). There are significant positive correlations between technology adoption and resource allocation ($r = 0.372$, $p < 0.01$), technology adoption and the market environment ($r = 0.366$, $p < 0.01$), and resource allocation and the market environment ($r = 0.368$, $p < 0.01$). These links highlight the interconnection of logistic and supply chain practice, technology adoption, and market environment, external relationship offering useful information for decision-making and strategic planning

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Logistic and supply chain practice	Between Groups	62.292	2	31.146	4.095	.019
	Within Groups	821.401	108	7.606		
	Total	883.694	110			
Technology adoption	Between Groups	1.272	2	.636	.076	.927
	Within Groups	908.836	108	8.415		
	Total	910.108	110			
Resource allocation	Between Groups	3.509	2	1.755	.135	.874
	Within Groups	1404.238	108	13.002		
	Total	1407.748	110			
Market environment	Between Groups	34.047	2	17.023	1.819	.167
	Within Groups	1010.710	108	9.358		
	Total	1044.757	110			
External relationship	Between Groups	6.165	2	3.082	.349	.706
	Within Groups	954.646	108	8.839		
	Total	960.811	110			

The analysis of variance (ANOVA) results show different levels of significance for various factors. Logistic and supply chain



practice have a marginally significant variation between groups, implying that different strategies may produce different results. In contrast, there are no substantial variations across groups in terms of Logistic and supply chain practice, Technology adoption, resource allocation, Market environment or the External relationship. However, it is critical to observe the slight differences in significance levels, since these indicate potential areas for additional inquiry or refinement in organizational approaches. Further investigation into the intricacies of these elements may yield useful insights for improving the efficacy and efficiency of business operations

Result & Discussion:

Result:

The study delves into the impact of logistics and supply chain management (SCM) on small and medium-sized enterprises (SMEs) through a comprehensive mix of qualitative and quantitative research methods, encompassing surveys and literature reviews.

Key findings emerge across three main areas: Gender Disparities, where a significant correlation between gender and observed frequencies highlights a notable gender gap, necessitating corrective actions to address representational imbalances; Correlation Analysis, revealing significant positive relationships among logistic and supply chain practices, technology adoption, resource allocation, and the market environment, underscoring their interconnectedness and offering valuable insights for strategic decision-making; and ANOVA

Results, indicating marginally significant variations in logistic and supply chain practices between groups, signaling the potential impact of differing strategies on organizational outcomes, while subtle differences across other factors suggest avenues for further exploration to optimize business operations.

The results emphasize the critical role of logistics and supply chain



management in enhancing SME performance and competitiveness. The observed gender disparities underscore the need for more inclusive research practices to ensure representative samples.

Furthermore, the significant correlations between logistic and supply chain practices and other factors highlight the importance of adopting holistic approaches to business management. While the ANOVA results indicate potential areas for refinement, overall, the findings provide valuable guidance for SMEs seeking to optimize their logistics and SCM practices for sustainable growth and success.

Addressing gender representation issues and adopting integrated strategies can contribute to improved organizational effectiveness and efficiency, ultimately leading to enhanced competitiveness in the market.

Implication:

The study's findings regarding gender disparities highlight the need for organizations and policymakers to prioritize gender inclusivity in research

samples and business practices. Addressing these disparities can promote diversity and equity within SMEs, leading to a more inclusive and representative workforce. The significant positive relationships observed between logistic and supply chain practices, technology adoption, resource allocation, and the market environment suggest that organizations should focus on integrating these elements into their operations. By adopting effective logistic and SCM practices, SMEs can improve efficiency, reduce costs, and enhance competitiveness in the marketplace.

The interconnectedness of logistic and supply chain practices with other key factors underscores the importance of strategic decision-making. Organizations should consider the holistic impact of their decisions on various aspects of their operations, including technology adoption, resource allocation, and market positioning, to achieve optimal outcomes. The



marginally significant variations in logistic and supply chain practices between different groups, along with subtle differences across other factors, suggest opportunities for organizations to refine their approaches. By exploring these variations and making necessary adjustments, SMEs can optimize their business operations and adapt to changing market conditions more effectively.

The study provides a foundation for future research in the field of logistics and SCM for SMEs. Further investigation into specific factors influencing logistic and SCM practices, as well as their long-term impact on organizational performance, could yield valuable insights for enhancing SME competitiveness and sustainability.

Conclusion:

This study highlights the significant impact of logistics and supply chain management (SCM) practices on small and medium-sized enterprises (SMEs). Gender disparities were observed, emphasizing the need for corrective actions. Significant positive relationships were found between logistic and SCM

practices and key factors like technology adoption and resource allocation, offering valuable insights for decision-making. Marginally significant variations in logistic and SCM practices between groups suggest the potential impact of different strategies on organizational outcomes. Addressing these findings can enhance SME efficiency, competitiveness, and sustainability in today's business landscape.

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